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cpb **Research Notes**

No. 41, June 1991

Summary Highlights
FULL-TIME EMPLOYEES OF PUBLIC BROADCASTING, 1977-1991

Steady Increase in Overall Female and Minority Representation

In 1991, public broadcasting. that include public broadcasting stations and three national organizations, namely Corporation for Public Broadcasting, National Public Radio and Public Broadcasting Service, employed 15,433 full-time employees in the United States, excluding those employees in the outlying areas, an increase of 1 percent over the previous year, representing all time high in employment. Of the total, females and minorities accounted for 45.1 percent and 17.8 percent, respectively. Both female and minority representations in full-time employment have steadily increased since1977 (see Table A).

The majority of employees, over 95 percent of total. are employed at broadcast stations. Over 11 thousand people worked for TV and nearly 3.5 thousand full-time employees worked at radio stations. TV employment count, however, includes 1,800 joint employees, who worked for both TV and radio operations.

National organizations had 728 full-time employees, slightly up (1.5 percent) from 1990. but down (-4.5 percent) from 1989, when it reached all time high for three national organizations.

Officials, Managers, and Professionals in the Majority

The majority of full-time employees were in the Officials & Managers (25 percent) and Professionals (37 percent) categories. Technicals and Support Staff made up 23 percent and 15 percent, respectively, (see Table B).

Female representation was slightly improved in all major job categories, while minority representation was visible in all but the Officials & Managers category, which suffered a slight decrease from the previous year.

Table A
FULL-TIME EMPLOYEES OF PUBLIC BROADCASTING IN THE UNITED STATES
BY SEX AND ETHNICITY, 1977-1991

Major Job Category	1977	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	% Change 1977-91	% Change 1990-91
Broadcast Stations	9,558	11,622	11,650	11,697	11,882	12,309	12,829	13,100	13,568	14,084	14,579	14,705	53.9	0.9
% of Total	95.2	94.2	94.2	94.1	94.9	95.2	95.1	94.7	94.8	94.9	95.3	95.3		
Female	3,137	4,412	4,528	4,576	4,787	4,963	5,351	5,546	5,824	6,128	6,448	6,564	109.2	1.8
Minority	1,207	1,663	1,679	1,743	1,780	1,858	1,946	1,981	2,133	2,237	2,465	2,524	109.1	2.4
TV Stations	7,881	9,243	9,271	9,167	9,279	9,582	9,905	10,013	10,409	10,816	11,124	11,215	42.3	0.8
Female	2,656	3,553	3,661	3,627	3,778	3,905	4,211	4,281	4,566	4,824	5,068	5,137	93.4	1.4
Minority	1,009	1,345	1,369	1,393	1,422	1,493	1,559	1,573	1,678	1,776	1,937	1,977	95.9	2.1
Radio Stations	1,677	2,379	2,379	2,530	2,603	2,727	2,924	3,087	3,159	3,268	3,455	3,490	108.1	1
Female	481	859	867	949	1,009	1,058	1,140	1,265	1,258	1,304	1,380	1,427	196.7	3.4
Minority	198	318	310	350	358	365	387	408	455	461	528	547	176.3	3.6
National Organizat.	486	720	713	738	635	621	655	726	742	760	717	728	49.8	1.5
% of Total	4.8	5.8	5.8	5.9	5.1	4.8	4.9	5.3	5.2	5.1	4.7	4.7		
Female	239	367	375	397	343	337	369	397	410	434	389	394	64.9	1.3
Minority	119	182	171	183	171	176	179	201	220	218	218	230	93.3	5.5
Public Broadcasting Total	10,044	12,342	12,363	12,435	12,517	12,930	13,484	13,826	14,310	14,844	15,296	15,433	53.7	0.9
%	100	100	100	100	100	100	100	100	100	100	100	100		
Female	3,376	4,779	4,903	4,973	5,130	5,300	5,720	5,943	6,234	6,562	6,837	6,958	106.1	1.8
% of Total	33.6	38.7	39.7	40	41	41	42.4	43	43.6	44.2	44.7	45.1		
Minority	1,326	1,845	1,850	1,926	1,951	2,034	2,125	2,182	2,353	2,455	2,683	2,754	107.7	2.6
% of Total	13.2	14.9	15	15.5	15.6	15.7	15.8	15.8	16.4	16.5	17.5	17.8		

Note: For 1986-91, employment counts do not include the Association of America's Public Television Stations (APTV).

Source: Corporation for Public Broadcasting, Policy Development and Planning, June 1991

Table B

FULL-TIME EMPLOYEES OF PUBLIC BROADCASTING IN THE UNITED STATES
BY MAJOR JOB CATEGGORY AND BY SEX AND ETHNICITY, 1977-1991

Major Job Category	1977	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	% Change 1977-91	% Change 1990-91
Officials & Mngrs	2,456	3,035	3,162	3,250	3,262	3,332	3,480	3,491	3,615	3,794	3,874	3,912	59.3	1
% of Total	24.5	24.6	25.6	26.1	26.1	25.8	25.8	25.2	25.3	25.6	25.3	25.3		
Female	612	922	1,027	1,052	1,093	1,170	1,249	1,257	1,294	1,396	1,454	1,483	142.3	2
Minority	157	218	267	276	300	304	314	319	356	364	427	422	168.8	-1.2
Professionals	3,253	4,020	4,166	4,182	4,251	4,531	4,802	5,000	5,080	5,330	5,651	5,643	73.5	-0.1
% of Total	32.4	32.6	33.7	33.6	34	35	35.6	36.2	35.5	35.9	36.9	36.6		
Female	943	1,578	1,662	1,688	1,836	1,920	2,101	2,218	2,360	2,531	2,685	2,703	186.6	0.7
Minority	362	525	548	543	554	633	657	694	755	805	888	936	158.6	5.4
Technicals	2,601	3,127	3,040	3,005	3,090	3,136	3,144	3,198	3,432	3,463	3,507	3,555	36.7	1.4
% of Total	25.9	25.3	24.6	24.2	24.7	24.3	23.3	23.1	24	23.3	22.9	23		
Female	432	584	602	610	645	661	706	742	818	824	849	875	102.5	3.1
Minority	323	437	441	489	508	492	527	526	567	592	620	644	99.4	3.9
Support	1,637	1,852	1,902	1,855	1,836	1,887	2,033	2,106	2,146	2,257	2,264	2,323	42	3
% of Total	16.3	15	15.4	14.9	14.7	14.6	15.1	15.2	15	15.2	14.8	15.1		
Female	1,343	1,523	1,556	1,526	1,499	1,521	1,652	1,713	1,742	1,811	1,849	1,897	41	3
Minority	443	496	533	548	553	581	608	632	655	694	748	752	70	1
Trainees	97	308	93	143	78	44	25	31	37	n/a	n/a	n/a		
% of Total	1	2.5	0.8	1.1	0.6	0.3	0.2	0.2	0.3					
Female	46	172	56	97	57	28	12	13	20	n/a	n/a	n/a		
Minority	41	169	61	70	36	24	19	11	20	n/a	n/a	n/a		
Total Employees	10,044	12,342	12,363	12,435	12,517	12,930	13,484	13,826	14,310	14,844	15,296	15,433	53.7	0.9
Percent	100	100	100	100	100	100	100	100	100	100	100	100		
Female	3,376	4,779	4,903	4,973	5,130	5,300	5,720	5,943	6,234	6,562	6,837	6,958	106.1	1.8
% of Minority	33.6	38.7	39.7	40	41	41	42.4	43	43.6	44.2	44.7	45.1		
Minority	1,326	1,845	1,850	1,926	1,951	2,034	2,125	2,182	2,353	2,455	2,683	2,754	107.7	2.6
% of Minority	13.2	14.9	15	15.5	15.6	15.7	15.8	15.8	16.4	16.5	17.5	17.8		

Note: For 1986-91, employment counts do not include the Association of America's Public Television Stations (APTV).

Source: Corporation for Public Broadcasting, Policy Development and Planning, June 1991

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Research Notes

June 1990 No. 42

PUBLIC BROADCASTING STATIONS' INCOME FROM STATE GOVERNMENTS AND STATE COLLEGES & UNIVERSITIES RANKED STATE-BY-STATE, FISCAL YEAR 1990

This report summarizes income from state governments or state colleges and universities and the combined income of the two state sources for each state, as reported by public broadcasting licensees to CPB in the Annual Financial Report survey, Fiscal Year 1990.

These data are intended to be a "best available" tool for use in advocacy with state budgeting authorities or legislative funding committees.

The total contributions of state governments and of state colleges and universities accounted for 25 percent of total public broadcasting income in Fiscal Year 1990, according to preliminary data from the latest financial survey. State contributions to public broadcasting, however, varied greatly among states, ranging from none to $27.5 million for public television and to $5.2 million for public radio in FY 1990.

The state contributions contained in this report, however, do not actually measure appropriations or expenditures by state governments on behalf of public broadcasting during the fiscal year. To our knowledge, no one collects such data on a regular basis from all state governments.

If you have questions about these data, please contact Young Lee (202) 879-9674. We also welcome any comments and recommendations about how to make the data more useful to you.

Table 1

STATE INCOME ANALYSIS FOR PUBLIC TELEVISION GRANTEES BY STATE, FISCAL YEAR 1990

(Income includes cash and inkind income only.)

State	Total State Government Income: State Government Income	Ranked by State Government Income	Per Person State Government Income	Ranked by Per Person State Government Income	State College & University Income	Total State Government, Coll. & Univ. Income: Ttl. State Govt., Coll. & Univ. Income	Ranked by Ttl. State Govt., Coll. & Univ. Income	Per Person Ttl. State Govt., Coll. & Univ. Income	Ranked by Per Person Ttl. State Govt., Coll. & Univ. Inc.
Alabama	3,927,260	19	0.97	28	500	3,927,760	24	0.97	32
Alaska	3,233,277	23	5.88	2	232,153	3,465,430	31	6.30	2
Arizona	468,403	42	0.13	39	3,153,969	3,622,372	28	0.99	31
Arkansas	2,999,284	25	1.28	21	0	2,999,284	33	1.28	26
California	1,055,493	37	0.04	45	2,452,648	3,508,141	30	0.12	47
Colorado	12,630	47	*	46	332,383	345,013	46	0.10	48
Connecticut	3,672,298	21	1.12	26	30,667	3,702,965	26	1.13	29
D.C.	0	50	0.00	50	0	0	50	0.00	50
Delaware	0	n/a	0.00	n/a	0	0	n/a	0.00	n/a
Florida	10,859,604	7	0.84	31	2,858,113	13,717,717	5	1.06	30
Georgia	9,903,738	8	1.53	18	0	9,903,738	9	1.53	20
Hawaii	4,447,550	18	4.01	4	8,746	4,456,296	21	4.02	6
Idaho	2,871,564	27	2.85	10	242,526	3,114,090	32	3.09	8
Illinois	4,603,866	17	0.40	36	2,208,219	6,812,085	16	0.60	38
Indiana	2,597,409	29	0.47	34	2,497,779	5,095,188	18	0.92	33
Iowa	8,340,665	11	3.00	7	0	8,340,665	14	3.00	9
Kansas	705,471	38	0.28	37	100	705,571	44	0.28	42
Kentucky	11,037,490	6	3.00	7	629,209	11,666,699	8	3.17	7
Louisiana	3,860,868	20	0.91	29	0	3,860,868	25	0.91	34
Maine	1,467,758	35	1.20	23	194,464	1,662,222	41	1.35	24
Maryland	13,806,430	3	2.89	9	6,197	13,812,627	4	2.89	10
Massachusetts	1,228,262	36	0.20	38	64,307	1,292,569	42	0.21	44
Michigan	598,743	39	0.06	43	6,492,836	7,091,579	15	0.76	35
Minnesota	1,795,092	34	0.41	35	249,338	2,044,430	38	0.47	40
Mississippi	5,195,002	14	2.02	12	0	5,195,002	17	2.02	13
Missouri	503,469	40	0.10	40	566,788	1,070,257	43	0.21	44
Montana	1,420	48	*	47	285,655	287,075	47	0.36	41
Nebraska	7,187,626	12	4.55	3	1,775,341	8,962,967	12	5.68	4
Nevada	65,798	45	0.05	44	53,167	118,965	48	0.10	48
New Hampshire	1,870,793	30	1.69	16	0	1,870,793	40	1.69	18
New Jersey	13,531,554	4	1.75	14	43,102	13,574,656	6	1.76	17
New Mexico	1,832,620	32	1.21	22	1,147,316	2,979,936	34	1.97	14
New York	27,239,651	1	1.51	19	239,306	27,478,957	1	1.53	20
North Carolina	447,727	43	0.07	42	8,761,849	9,209,576	11	1.39	23
North Dakota	396,091	44	0.62	33	14,518	410,609	45	0.64	37
Ohio	9,393,215	9	0.87	30	3,151,717	12,544,932	7	1.16	28
Oklahoma	3,648,600	22	1.16	24	333,599	3,982,199	23	1.27	27
Oregon	4,736,579	16	1.67	17	21,183	4,757,762	20	1.67	19
Pennsylvania	12,468,034	5	1.05	27	3,140,643	15,608,677	3	1.31	25
Rhode Island	1,803,552	33	1.80	13	67,305	1,870,857	39	1.87	15
Sourth Carolina	21,418,453	2	6.14	1	38,770	21,457,223	2	6.15	3
South Dakota	2,605,269	28	3.74	5	224,722	2,829,991	35	4.07	5
Tennessee	3,197,200	24	0.66	32	333,815	3,531,015	29	0.72	36
Texas	22,997	46	*	48	2,451,328	2,474,325	37	0.15	46
Utah	2,931,319	26	1.70	15	1,214,382	4,145,701	22	2.41	12
Vermont	1,857,477	31	3.30	6	1,804,153	3,661,630	27	6.50	1
Virginia	9,147,162	10	1.48	20	250,969	9,398,131	10	1.52	22
Washington	490,085	41	0.10	40	2,151,729	2,641,814	36	0.54	39
West Virginia	4,860,608	15	2.71	11	13,773	4,874,381	19	2.72	11
Wisconsin	5,669,402	13	1.16	24	3,238,383	8,907,785	13	1.82	16
Wyoming	19	49	*	49	112,115	112,134	49	0.25	43
American Samoa	937,068	-	29.28	-	0	937,068	-	29.28	-
Guam	43,690	-	0.41	-	0	43,690	-	0.41	-
Puerto Rico	0	-	0.00	-	0	0	-	0.00	-
Virgin Islands	0	-	0.00	-	0	0	-	0.00	-
Total	236,995,635		0.94		53,089,782	290,085,417		1.15	

* Less than $0.005.

Source: CPB, Policy Development and Planning, July 1991

Table 2

STATE INCOME ANALYSIS FOR PUBLIC TELEVISION GRANTEES BY STATE, FISCAL YEAR 1990

(Income includes cash, inkind and indirect income.)

State	Total State Government Income: State Government Income	Ranked by State Government Income	Per Person State Government Income	Ranked by Per Person State Government Income	State College & University Income	Total State Government, Coll. & Univ. Income: Ttl. State Govt., Coll. & Univ. Income	Ranked by Ttl. State Govt., Coll. & Univ. Income	Per Person Ttl. State Govt., Coll. & Univ. Income	Ranked by Per Person Ttl. State Govt., Coll. & Univ. Inc.
Alabama	3,927,260	19	0.97	28	500	3,927,760	29	0.97	34
Alaska	3,233,277	23	5.88	2	539,056	3,772,333	31	6.86	2
Arizona	468,403	42	0.13	39	4,687,722	5,156,125	20	1.41	25
Arkansas	2,999,284	25	1.28	21	0	2,999,284	36	1.28	29
California	1,055,493	37	0.04	45	4,284,780	5,340,273	18	0.18	47
Colorado	12,630	47	*	46	332,383	345,013	47	0.10	48
Connecticut	3,672,298	21	1.12	26	30,667	3,702,965	32	1.13	32
D.C.	0	50	0.00	50	0	0	50	0.00	50
Delaware	0	n/a	0.00	n/a	0	0	n/a	0.00	n/a
Florida	10,859,604	7	0.84	31	5,269,193	16,128,797	4	1.25	30
Georgia	9,903,738	8	1.53	18	0	9,903,738	11	1.53	21
Hawaii	5,057,533	15	4.56	3	8,746	5,066,279	21	4.57	5
Idaho	2,871,564	27	2.85	10	242,526	3,114,090	34	3.09	9
Illinois	4,603,866	18	0.40	36	3,109,442	7,713,308	16	0.67	38
Indiana	2,597,409	29	0.47	34	3,713,329	6,310,738	17	1.14	31
Iowa	8,696,624	11	3.13	7	0	8,696,624	15	3.13	8
Kansas	705,471	38	0.28	37	100	705,571	44	0.28	43
Kentucky	11,037,490	6	3.00	8	866,675	11,904,165	8	3.23	7
Louisiana	3,860,868	20	0.91	29	0	3,860,868	30	0.91	35
Maine	1,467,758	35	1.20	23	708,248	2,176,006	39	1.77	19
Maryland	14,219,612	4	2.97	9	6,197	14,225,809	6	2.98	10
Massachusetts	1,228,262	36	0.20	38	64,307	1,292,569	42	0.21	46
Michigan	598,743	39	0.06	43	9,938,981	10,537,724	9	1.13	32
Minnesota	1,795,092	34	0.41	35	249,338	2,044,430	40	0.47	41
Mississippi	5,218,911	14	2.03	13	0	5,218,911	19	2.03	17
Missouri	503,469	40	0.10	40	744,189	1,247,658	43	0.24	45
Montana	1,420	48	*	47	543,697	545,117	45	0.68	37
Nebraska	7,201,859	12	4.56	3	2,167,681	9,369,540	14	5.94	4
Nevada	65,798	45	0.05	44	53,167	118,965	49	0.10	48
New Hampshire	1,870,793	30	1.69	16	798,301	2,669,094	38	2.41	14
New Jersey	16,030,897	3	2.07	12	43,102	16,073,999	5	2.08	16
New Mexico	1,832,620	33	1.21	22	2,169,346	4,001,966	28	2.64	13
New York	27,239,651	1	1.51	19	239,306	27,478,957	1	1.53	21
North Carolina	447,727	43	0.07	42	9,246,186	9,693,913	12	1.46	24
North Dakota	396,091	44	0.62	33	14,518	410,609	46	0.64	39
Ohio	9,393,215	9	0.87	30	4,660,289	14,053,504	7	1.30	28
Oklahoma	3,648,600	22	1.16	24	486,949	4,135,549	26	1.31	27
Oregon	4,736,579	17	1.67	17	21,183	4,757,762	23	1.67	20
Pennsylvania	12,468,034	5	1.05	27	4,337,903	16,805,937	3	1.41	25
Rhode Island	1,838,990	32	1.83	14	67,305	1,906,295	41	1.90	18
South Carolina	21,492,317	2	6.16	1	38,770	21,531,087	2	6.17	3
South Dakota	2,605,269	28	3.74	5	224,722	2,829,991	37	4.07	6
Tennessee	3,197,200	24	0.66	32	333,815	3,531,015	33	0.72	36
Texas	22,997	46	*	48	4,671,472	4,694,469	24	0.28	43
Utah	2,931,319	26	1.70	15	1,728,346	4,659,665	25	2.70	12
Vermont	1,857,477	31	3.30	6	2,199,854	4,057,331	27	7.21	1
Virginia	9,147,162	10	1.48	20	250,969	9,398,131	13	1.52	23
Washington	490,085	41	0.10	40	2,611,838	3,101,923	35	0.64	39
West Virginia	4,868,230	16	2.72	11	13,773	4,882,003	22	2.72	11
Wisconsin	5,669,402	13	1.16	24	4,567,604	10,237,006	10	2.09	15
Wyoming	19	49	*	49	185,749	185,768	48	0.41	42
American Samoa	984,955	-	30.78	-	0	984,955	-	30.78	-
Guam	43,690	-	0.41	-	0	43,690	-	0.41	-
Puerto Rico	0	-	0.00	-	1,004,931	1,004,931	-	0.29	-
Virgin Islands	0	-	0.00	-	0	0	-	0.00	-
Total	241,077,055		0.95		77,477,155	318,554,210		1.21	

* Less than $0.005.

Source: CPB, Policy Development and Planning, July 1991

Table 3

STATE INCOME ANALYSIS FOR PUBLIC RADIO GRANTEES BY STATE, FISCAL YEAR 1990

(Income includes cash and inkind income only.)

State	Total State Government Income: State Government Income	Ranked by State Government Income	Per Person State Government Income	Ranked by Per Person State Government Income	State College & University Income	Total State Government, Coll. & Univ. Income: Ttl. State Govt., Coll. & Univ. Income	Ranked by Ttl. State Govt., Coll. & Univ. Income	Per Person Ttl. State Govt., Coll. & Univ. Income	Per Person Ttl. State Coll., Govt. & Univ. Income
Alabama	417,557	14	0.10	15	713,597	1,131,154	17	0.28	22
Alaska	4,413,557	1	8.02	1	169,292	4,582,849	1	8.33	1
Arizona	62,067	25	0.02	23	1,373,357	1,435,424	14	0.39	12
Arkansas	3,500	42	*	41	506,751	510,251	30	0.22	26
California	106,898	20	*	35	4,121,037	4,227,935	2	0.14	34
Colorado	32,292	30	0.01	27	574,214	606,506	28	0.18	29
Connecticut	9,400	37	*	37	4,333	13,733	46	*	47
D.C.	20,750	33	0.03	21	0	20,750	45	0.03	44
Delaware	0	n/a	0.00	n/a	0	0	n/a	0.00	n/a
Florida	2,154,121	3	0.17	9	1,468,651	3,622,772	5	0.28	22
Georgia	5,523	40	*	43	494,938	500,461	31	0.08	40
Hawaii	0	46	0.00	46	0	0	48	*	48
Idaho	0	46	0.00	47	295,204	295,204	40	0.29	20
Illinois	1,296,983	5	0.11	13	2,658,333	3,955,316	3	0.35	17
Indiana	3,836	41	*	44	1,243,081	1,246,917	16	0.22	26
Iowa	414,046	15	0.15	11	2,246,646	2,660,692	9	0.96	2
Kansas	35,000	28	0.01	27	1,408,085	1,443,085	13	0.58	7
Kentucky	9,212	38	*	40	1,602,708	1,611,920	12	0.44	11
Louisiana	0	46	0.00	47	390,284	390,284	36	0.09	38
Maine	763,890	9	0.62	2	103,344	867,234	23	0.71	5
Maryland	13,000	35	*	39	398,053	411,053	35	0.09	38
Massachusetts	20,030	34	*	36	325,671	345,701	39	0.06	42
Michigan	155,812	19	0.02	23	2,601,907	2,757,719	8	0.30	19
Minnesota	777,024	8	0.18	8	1,282,783	2,059,807	10	0.47	10
Mississippi	646,183	12	0.25	6	319,709	965,892	20	0.38	14
Missouri	34,480	29	0.01	27	1,950,189	1,984,669	11	0.39	12
Montana	11,669	36	0.01	27	261,481	273,150	42	0.34	18
Nebraska	156,769	18	0.10	15	129,702	286,471	41	0.18	29
Nevada	30,473	31	0.03	21	132,102	162,575	43	0.14	34
New Hampshire	8,000	39	0.01	27	0	8,000	47	0.01	45
New Jersey	397,685	16	0.05	18	75,702	473,387	33	0.06	42
New Mexico	1,712	44	*	42	425,017	426,729	34	0.28	22
New York	2,301,202	2	0.13	12	565,379	2,866,581	7	0.16	32
North Carolina	1,490	45	*	45	782,613	784,103	24	0.12	37
North Dakota	24,973	32	0.04	19	462,072	487,045	32	0.76	4
Ohio	883,277	7	0.08	17	3,067,594	3,950,871	4	0.36	16
Oklahoma	35,045	27	0.01	27	870,444	905,489	22	0.29	20
Oregon	646,487	11	0.23	7	69,437	715,924	25	0.25	25
Pennsylvania	65,297	24	0.01	27	13,645	78,942	44	0.01	45
Rhode Island	0	n/a	0.00	n/a	0	0	n/a	0.00	50
South Carolina	593,790	13	0.17	9	0	593,790	29	0.17	31
South Dakota	358,719	17	0.52	3	2,686	361,405	38	0.52	8
Tennessee	76,214	22	0.02	23	986,615	1,062,829	18	0.22	26
Texas	47,106	26	*	38	1,362,058	1,409,164	15	0.08	40
Utah	68,549	23	0.04	19	587,738	656,287	27	0.38	14
Vermont	0	46	0.00	47	0	0	48	*	48
Virginia	671,743	10	0.11	13	337,181	1,008,924	19	0.16	32
Washington	80,380	21	0.02	23	616,291	696,671	26	0.14	34
West Virginia	935,168	6	0.52	3	0	935,168	21	0.52	8
Wisconsin	1,986,155	4	0.41	5	1,459,350	3,445,505	6	0.70	6
Wyoming	2,071	43	*	34	365,924	367,995	37	0.81	3
American Samoa	0	-	0.00	-	0	0	-	0.00	-
Guam	0	-	0.00	-	0	0	-	0.00	-
Puerto Rico	0	-	0.00	-	360,503	360,503	-	0.10	-
Virgin Islands	0	-	0.00	-	0	0	-	0.00	-
Total	20,779,135		0.16		39,185,701	59,964,836		0.24	

* Less than $0.005.

Source: CPB, Policy Development and Planning, July 1991

Table 4

STATE INCOME ANALYSIS FOR PUBLIC RADIO GRANTEES BY STATE, FISCAL YEAR 1990

(Income includes cash, inkind and indirect income.)

State	Total State Government Income: State Government Income	Ranked by State Government Income	Per Person State Government Income	Ranked by Per Person State Government Income	State College & University Income	Total State Govt., Coll. & Univ. Income	Ranked by Ttl. State Govt., Coll. & Univ. Income	Per Person Ttl. State Govt., Coll. & Univ. Income	Ranked by Per Person Ttl. State Govt., Coll. & Univ. Inc.
Alabama	417,557	14	0.10	15	1,246,786	1,664,343	17	0.41	20
Alaska	4,413,557	1	8.02	1	333,035	4,746,592	4	8.63	1
Arizona	62,067	25	0.02	23	1,838,180	1,900,247	15	0.52	11
Arkansas	3,500	42	*	41	606,009	609,509	31	0.26	27
California	106,898	20	*	35	4,121,037	4,227,935	6	0.14	38
Colorado	32,292	30	0.01	27	574,214	606,506	32	0.18	32
Connecticut	9,400	37	*	37	4,333	13,733	46	*	47
D.C.	20,750	33	0.03	21	0	20,750	45	0.03	44
Delaware	0	n/a	0.00	n/a	0	0	n/a	0.00	n/a
Florida	2,154,121	3	0.17	9	2,944,644	5,098,765	2	0.39	21
Georgia	5,523	40	*	43	494,938	500,461	37	0.08	42
Hawaii	0	46	0.00	46	0	0	48	*	48
Idaho	0	46	0.00	46	378,409	378,409	40	0.38	22
Illinois	1,296,983	5	0.11	13	3,614,640	4,911,623	3	0.43	18
Indiana	3,836	41	*	44	1,775,295	1,779,131	16	0.32	25
Iowa	414,046	15	0.15	11	2,678,516	3,092,562	8	1.11	2
Kansas	35,000	28	0.01	27	1,918,196	1,953,196	14	0.79	7
Kentucky	9,212	38	*	40	2,176,062	2,185,274	13	0.59	8
Louisiana	0	46	0.00	46	723,225	723,225	29	0.17	35
Maine	763,890	9	0.62	2	373,608	1,137,498	20	0.93	5
Maryland	13,000	35	*	39	516,414	529,414	36	0.11	41
Massachusetts	20,030	34	*	36	834,586	854,616	26	0.14	38
Michigan	155,812	19	0.02	23	4,059,570	4,215,382	7	0.45	17
Minnesota	777,024	8	0.18	8	1,614,714	2,391,738	12	0.55	9
Mississippi	646,183	12	0.25	7	441,594	1,087,777	23	0.42	19
Missouri	34,480	29	0.01	27	2,719,864	2,754,344	10	0.54	10
Montana	11,669	36	0.01	27	406,781	418,450	39	0.52	11
Nebraska	156,769	18	0.10	15	213,905	370,674	41	0.23	29
Nevada	30,473	31	0.03	21	184,896	215,369	43	0.18	32
New Hampshire	8,000	39	0.01	27	0	8,000	47	0.01	45
New Jersey	397,685	16	0.05	18	184,428	582,113	34	0.08	42
New Mexico	1,712	44	*	42	568,503	570,215	35	0.38	22
New York	2,301,202	2	0.13	12	738,654	3,039,856	9	0.17	35
North Carolina	1,490	45	*	45	1,340,592	1,342,082	18	0.20	31
North Dakota	24,973	32	0.04	19	592,266	617,239	30	0.97	4
Ohio	883,277	7	0.08	17	4,338,561	5,221,838	1	0.48	15
Oklahoma	35,045	27	0.01	27	1,043,703	1,078,748	24	0.34	24
Oregon	756,485	10	0.27	6	69,437	825,922	27	0.29	26
Pennsylvania	65,297	24	0.01	27	13,645	78,942	44	0.01	45
Rhode Island	0	n/a	0.00	n/a	0	0	48	*	48
Sourth Carolina	593,790	13	0.17	9	0	593,790	33	0.17	35
South Dakota	358,719	17	0.52	3	2,686	361,405	42	0.52	11
Tennessee	76,214	22	0.02	23	1,212,926	1,289,140	19	0.26	27
Texas	47,106	26	*	38	2,400,669	2,447,775	11	0.14	38
Utah	68,549	23	0.04	19	718,439	786,988	28	0.46	16
Vermont	0	46	0.00	46	0	0	48	*	48
Virginia	671,743	11	0.11	13	447,283	1,119,026	21	0.18	32
Washington	80,380	21	0.02	23	1,019,345	1,099,725	22	0.23	29
West Virginia	937,242	6	0.52	3	0	937,242	25	0.52	11
Wisconsin	1,986,155	4	0.41	5	2,424,383	4,410,538	5	0.90	6
Wyoming	2,071	43	*	34	457,444	459,515	38	1.01	3
American Samoa	0	-	0.00	-	0	0	-	0.00	-
Guam	0	-	0.00	-	0	0	-	0.00	-
Puerto Rico	0	-	0.00	-	440,503	440,503	-	0.13	-
Virgin Islands	0	-	0.00	-	0	0	-	0.00	-
Total	20,891,207		0.08		54,806,918	75,698,125		0.30	

* Less than $0.05.

Source: CPB, Policy Development and Planning, July 1991

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cpb **Research Notes**

July 1991 No. 43

AVERAGE REVENUE PROFILES FOR PUBLIC BROADCASTING STATIONS, FISCAL YEAR 1990

Average Fiscal Year 1990 revenue profiles are presented for public radio and television stations within four licensee-type and various operating budget size categories in this report.

These profiles are designed to permit stations to compare the sources and amounts of income they receive with those of similar stations.

Revenue data contained in this report represent gross income, including cash, in-kind and indirect income, and were collected through the CPB Annual Financial Report survey. In-kind income refers to noncash support for public broadcasting stations from outside (i.e., other than the licensee) sources; indirect income refers to noncash support from the parent licensee of the broadcasting station.

If you have questions about these data, please refer them to Young Lee (202) 879-9674. We also welcome any comments and recommendations about how to make the data more useful to you.

Table 1

AVERAGE GRANTEE REVENUE PROFILES FOR PUBLIC TELEVISION GRANTEES
BY LICENSEE TYPE, OPERATING BUDGT SIZE AND INCOME SOURCE, FISCAL YEAR 1990
(In Thousand Dollars)

Income Source	Community		University		Local Authority		State		All Licensees	
LARGE GRANTEES' AVERAGE REVENUES ($10 MILLION AND OVER IN OPERATING BUDGET):										
Federal Direct	730	1.9%	-	-	-	-	327	1.6%	592	1.9%
CPB CSG	2,131	5.7%	-	-	-	-	1,213	5.9%	1,793	5.9%
CPB NPPAG and Other	1,850	4.9%	-	-	-	-	26	*	1,266	4.1%
Annenberg/CPB Proj.	150	*	-	-	-	-	27	*	100	*
Public Brdcstg Ent.	3,969	10.6%	-	-	-	-	304	1.5%	2,709	8.9%
Local Government	219	0.6%	-	-	-	-	159	0.8%	237	0.8%
State Government	1,791	4.8%	-	-	-	-	12,394	60.3%	4,679	15.3%
State College	100	*	-	-	-	-	30	*	614	2.0%
Other Public College	20	*	-	-	-	-	2	*	13	*
Private College	55	*	-	-	-	-	1	*	35	*
Foundation	2,257	6.0%	-	-	-	-	1,246	6.1%	1,780	5.8%
Business	10,740	28.7%	-	-	-	-	647	3.1%	6,886	22.5%
Subscribers	10,096	26.9%	-	-	-	-	2,117	10.3%	7,123	23.3%
Auction	267	0.7%	-	-	-	-	0	0.0%	174	0.6%
All Other	3,098	8.3%	-	-	-	-	2,050	10.0%	2,565	8.4%
Total	37,472	100.0%	-	-	-	-	20,543	100.0%	30,567	100.0%
(Number of Grantees)	13		2		0		6		21	
LARGE MID-SIZED GRANTEES' AVERAGE REVENUES ($5 MILLION-$9.9 MILLION IN OPERATING BUDGET):										
Federal Direct	155	2.1%	51	0.6%	-	-	196	2.5%	130	1.7%
CPB CSG	676	9.1%	721	9.1%	-	-	637	8.2%	684	8.9%
CPB NPPAG and Other	58	0.8%	44	0.6%	-	-	23	*	45	0.6%
Annenberg/CPB Proj.	0	0.0%	0	0.0%	-	-	3	*	1	*
Public Brdcstg Ent.	115	1.6%	134	1.7%	-	-	35	*	100	1.3%
Local Government	130	1.8%	687	8.7%	-	-	40	0.5%	440	5.7%
State Government	1,235	16.6%	702	8.9%	-	-	4,659	59.9%	1,922	24.9%
State College	134	1.8%	1,966	24.8%	-	-	17	*	638	8.3%
Other Public College	28	*	3	*	-	-	0	0.0%	14	*
Private College	11	*	443	5.6%	-	-	0	0.0%	135	1.7%
Foundation	230	3.1%	96	1.2%	-	-	341	4.4%	212	2.8%
Business	1,076	14.5%	573	7.2%	-	-	351	4.5%	726	9.4%
Subscribers	2,109	28.4%	1,743	22.0%	-	-	804	10.3%	1,632	21.1%
Auction	364	4.9%	246	3.1%	-	-	0	0.0%	232	3.0%
All Other	1,106	14.9%	508	6.4%	-	-	672	8.6%	807	10.5%
Total	7,428	100.0%	7,918	100.0%	-	-	7,779	100.0%	7,717	100.0%
(Number of Grantees)	18		12		1		10		41	
SMALL MID-SIZED GRANTEES' AVERAGE REVENUES ($2.75-$4.9 MILLION IN OPERATING BUDGET):										
Federal Direct	69	1.7%	56	1.4%	54	1.4%	-	-	66	1.7%
CPB CSG	486	12.1%	487	12.2%	512	13.0%	-	-	487	12.3%
CPB NPPAG and Other	12	*	16	*	0	*	-	-	12	*
Annenberg/CPB Proj.	0	*	4	*	0	*	-	-	1	*
Public Brdcstg Ent.	39	1.0%	13	*	56	1.4%	-	-	32	0.8%
Local Government	249	6.2%	40	1.0%	1,688	43.0%	-	-	368	9.3%
State Government	967	24.0%	566	14.2%	144	3.7%	-	-	771	19.5%
State College	50	1.3%	1,171	29.4%	2	*	-	-	392	9.9%
Other Public College	3	*	0	*	5	*	-	-	2	*
Private College	6	*	339	8.5%	2	*	-	-	109	2.7%
Foundation	79	2.0%	100	2.5%	59	1.5%	-	-	80	2.0%
Business	559	13.9%	349	8.7%	351	9.0%	-	-	450	11.4%
Subscribers	962	23.9%	638	16.0%	675	17.2%	-	-	791	20.0%
Auction	202	5.0%	19	*	55	1.4%	-	-	119	3.0%
All Other	348	8.6%	192	4.8%	320	8.2%	-	-	282	7.1%
Total	4,031	100.0%	3,989	100.0%	3,922	100.0%	-	-	3,962	100.0%
(Number of Grantees)	23		14		6		2		45	

Table 1 (Continued)

AVERAGE GRANTEE REVENUE PROFILES FOR PUBLIC TELEVISION GRANTEES
BY LICENSEE TYPE, OPERATING BUDGT SIZE AND INCOME SOURCE, FISCAL YEAR 1990

(In Thousand Dollars)

Income Source	Community		University		Local Authority		State		All Licensees	
SMALL GRANTEES' AVERAGE REVENUES (UNDER $2.75 MILLION IN OPERATING BUDGET):										
Federal Direct	88	4.9%	35	1.9%	-	-	77	4.1%	64	3.5%
CPB CSG	369	20.5%	356	19.9%	-	-	371	20.0%	364	20.2%
CPB NPPAG and Other	12	0.7%	12	0.7%	-	-	8	*	12	0.6%
Annenberg/CPB Proj.	0	0.0%	0	*	-	-	0	0.0%	0	*
Public Brdcstg Ent.	6	*	6	*	-	-	3	*	6	*
Local Government	54	3.0%	39	2.2%	-	-	85	4.6%	74	4.1%
State Government	282	15.6%	209	11.7%	-	-	808	43.6%	337	18.7%
State College	18	1.0%	578	32.3%	-	-	34	1.9%	239	13.2%
Other Public College	1	*	200	11.2%	-	-	0	*	79	4.4%
Private College	13	0.7%	0	*	-	-	0	0.0%	6	*
Foundation	79	4.4%	14	0.8%	-	-	143	7.7%	63	3.5%
Business	255	14.1%	85	4.8%	-	-	79	4.3%	155	8.6%
Subscribers	376	20.9%	144	8.1%	-	-	158	8.5%	244	13.5%
Auction	68	3.8%	12	0.7%	-	-	0	*	35	1.9%
All Other	181	10.1%	99	5.5%	-	-	86	4.6%	133	7.3%
Total	1,803	100.0%	1,789	100.0%	-	-	1,852	100.0%	1,809	100.0%
(Number of Grantees)	37		34		2		14		87	
ALL GRANTEES' AVERAGE REVENUES (ALL OPERATING BUDGET SIZES):										
Federal Direct	188	2.2%	58	1.5%	36	0.9%	164	2.3%	135	2.0%
CPB CSG	711	8.3%	488	12.4%	521	12.6%	616	8.5%	615	9.2%
CPB NPPAG and Other	284	3.3%	57	1.4%	8	*	17	*	154	2.3%
Annenberg/CPB Proj.	21	*	1	*	0	0.0%	6	*	11	*
Public Brdcstg Ent.	602	7.0%	88	2.2%	46	1.1%	70	1.0%	324	4.9%
Local Government	142	1.7%	182	4.6%	2,126	51.3%	84	1.2%	237	3.6%
State Government	859	10.0%	388	9.9%	320	7.7%	4,248	58.3%	1,243	18.6%
State College	61	0.7%	1,146	29.2%	2	*	28	*	399	6.0%
Other Public College	10	*	111	2.8%	4	*	1	*	40	0.6%
Private College	17	*	163	4.1%	1	*	0	*	60	0.9%
Foundation	420	4.9%	58	1.5%	43	1.0%	403	5.5%	284	4.3%
Business	1,992	23.2%	254	6.5%	243	5.8%	279	3.8%	1,073	16.1%
Subscribers	2,256	26.3%	651	16.6%	468	11.3%	733	10.1%	1,409	21.1%
Auction	189	2.2%	61	1.6%	47	1.1%	4	*	111	1.7%
All Other	823	9.6%	217	5.5%	283	6.8%	635	8.7%	573	8.6%
Total	8,574	100.0%	3,922	100.0%	4,148	100.0%	7,288	100.0%	6,670	100.0%
(Number of Grantees)	91		62		9		32		194	

* Less than 0.5 percent.

Note: A sum of items may not add up to a total due to rounding. All financial data in this table are preliminary.
Data for a category represented by less than three grantees are not presented in this table.

Source: CPB, Policy Development and Planning, August 1991

Table 2

AVERAGE GRANTEE REVENUE PROFILES FOR PUBLIC RADIO GRANTEES BY LICENSEE TYPE, OPERATING BUDGT SIZE AND INCOME SOURCE, FISCAL YEAR 1990

(In Thousand Dollars)

Income Source	Community		University		Local Authority		State		All Licensees	
LARGE GRANTEES' AVERAGE REVENUES ($1 MILLION AND OVER IN OPERATING BUDGET):										
Federal Direct	20	1.0%	11	0.6%	4	*	29	1.4%	14	0.8%
CPB CSG	182	9.3%	184	10.9%	235	9.8%	194	9.3%	187	10.1%
CPB NPPAG	60	3.1%	61	3.6%	86	3.6%	72	3.4%	63	3.4%
CPB Other	8	*	13	0.8%	1	*	6	*	10	0.5%
Annenberg/CPB Proj.	19	0.9%	10	0.6%	0	0.0%	0	0.0%	12	0.6%
Public Brdcstg Ent.	12	0.6%	36	2.1%	22	0.9%	3	*	25	1.4%
Local Government	46	2.4%	13	0.8%	1,096	45.8%	12	0.6%	94	5.1%
State Government	104	5.3%	63	3.7%	74	3.1%	649	31.2%	105	5.7%
State College	6	*	419	24.9%	0	0.0%	3	*	231	12.5%
Other Public College	1	*	35	2.0%	0	0.0%	0	*	19	1.0%
Private College	7	*	100	6.0%	0	0.0%	0	*	57	3.1%
Foundation	93	4.7%	38	2.2%	62	2.6%	280	13.5%	69	3.8%
Business	320	16.3%	245	14.5%	237	9.9%	233	11.2%	269	14.6%
Subscribers	554	28.2%	359	21.3%	468	19.5%	431	20.7%	436	23.6%
Auction	14	0.7%	1	*	0	0.0%	0	0.0%	5	*
All Other	517	26.3%	100	5.9%	111	4.6%	169	8.1%	246	13.4%
Total	1,962	100.0%	1,685	100.0%	2,395	100.0%	2,081	100.0%	1,845	100.0%
(Number of Grantees)	37		59		7		5		108	
MID-SIZED GRANTEES' AVERAGE REVENUES ($600,000-$999,999 IN OPERATING BUDGET):										
Federal Direct	9	1.2%	10	1.3%	0	0.0%	0	*	9	1.1%
CPB CSG	89	12.3%	106	13.2%	112	14.5%	118	14.9%	103	13.1%
CPB NPPAG	28	3.9%	30	3.7%	18	2.3%	19	2.4%	28	3.6%
CPB Other	2	*	1	*	0	*	0	*	1	*
Annenberg/CPB Proj.	0	0.0%	2	*	0	0.0%	0	0.0%	1	*
Public Brdcstg Ent.	1	*	2	*	0	*	1	*	1	*
Local Government	6	0.9%	2	*	409	52.8%	0	0.0%	19	2.4%
State Government	102	14.1%	26	3.3%	13	1.6%	320	40.3%	58	7.5%
State College	0	*	248	31.0%	18	2.3%	100	12.5%	172	22.0%
Other Public College	0	0.0%	37	4.6%	0	0.0%	0	0.0%	25	3.2%
Private College	1	*	74	9.2%	0	0.0%	0	0.0%	50	6.4%
Foundation	31	4.3%	11	1.4%	4	0.5%	143	18.1%	22	2.8%
Business	171	23.8%	114	14.3%	112	14.5%	43	5.5%	124	16.0%
Subscribers	190	26.3%	101	12.6%	29	3.8%	33	4.2%	116	14.9%
Auction	21	2.9%	0	*	0	0.0%	0	0.0%	5	0.7%
All Other	70	9.7%	37	4.6%	59	7.7%	16	2.0%	45	5.7%
Total	720	100.0%	801	100.0%	774	100.0%	793	100.0%	780	100.0%
(Number of Grantees)	24		67		4		5		100	
SMALL GRANTEES' AVERAGE REVENUES (LESS THAN $600,000 IN OPERATING BUDGET):										
Federal Direct	8	2.0%	5	1.1%	7	1.4%	176	23.4%	11	*
CPB CSG	57	14.0%	67	13.8%	68	15.1%	66	8.8%	259	12.3%
CPB NPPAG	18	4.3%	21	4.3%	19	4.1%	25	3.3%	82	3.9%
CPB Other	2	*	1	*	0	*	0	*	3	*
Annenberg/CPB Proj.	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Public Brdcstg Ent.	0	*	1	*	3	0.6%	0	*	4	*
Local Government	6	1.6%	1	*	169	37.3%	0	*	177	8.4%
State Government	55	13.5%	18	3.8%	2	0.5%	159	21.2%	235	11.2%
State College	0	0.0%	214	44.0%	0	0.0%	0	*	214	10.2%
Other Public College	0	0.0%	28	5.8%	0	0.0%	0	0.0%	28	*
Private College	0	0.0%	7	1.4%	0	0.0%	1	*	8	*
Foundation	16	3.9%	7	1.4%	11	2.5%	141	18.8%	176	8.4%
Business	86	21.2%	65	13.3%	83	18.2%	52	6.9%	285	13.6%
Subscribers	93	22.8%	38	7.9%	64	14.1%	63	8.4%	259	12.3%
Auction	4	1.0%	0	0.0%	0	0.0%	0	0.0%	4	*
All Other	62	15.1%	14	2.9%	28	6.1%	68	9.1%	172	8.2%
Total	408	100.0%	486	100.0%	454	100.0%	751	100.0%	2,099	100.0%
(Number of Grantees)	39		59		7		3		108	

Table 2 (Continuted)
AVERAGE GRANTEE REVENUE PROFILES FOR PUBLIC RADIO GRANTEES BY LICENSEE TYPE, OPERATING BUDGT SIZE AND INCOME SOURCE, FISCAL YEAR 1990
(In Thousand Dollars)

Income Source	Community		University		Local Authority		State		All Licensees	
ALL GRANTEES' AVERAGE REVENUES (ALL OPERATING BUDGET SIZES):										
Federal Direct	13	1.2%	9	0.9%	4	*	52	4.0%	12	1.1%
CPB CSG	111	10.5%	118	12.0%	143	11.2%	135	10.6%	118	11.4%
CPB NPPAG	36	3.4%	37	3.8%	45	3.5%	41	3.2%	37	3.6%
CPB Other	4	*	5	*	0	*	3	*	4	*
Annenberg/CPB Proj.	7	0.6%	4	*	0	0.0%	0	0.0%	4	*
Public Brdcstg Ent.	5	*	12	1.2%	9	0.7%	2	*	9	0.9%
Local Government	21	2.0%	5	0.5%	583	45.5%	5	*	43	4.1%
State Government	84	8.0%	35	3.6%	32	2.5%	409	32.0%	66	6.4%
State College	2	*	292	29.7%	4	*	40	3.1%	173	16.7%
Other Public College	0	*	33	3.4%	0	0.0%	0	0.0%	20	1.9%
Private College	3	*	61	6.2%	0	0.0%	0	*	37	3.5%
Foundation	48	4.5%	18	1.9%	29	2.3%	196	15.3%	36	3.4%
Business	193	18.3%	140	14.3%	149	11.7%	118	9.2%	157	15.1%
Subscribers	287	27.1%	163	16.6%	213	16.7%	193	15.1%	206	19.9%
Auction	12	1.1%	0	*	0	0.0%	0	0.0%	4	*
All Other	232	21.9%	50	5.1%	67	5.2%	87	6.8%	110	10.6%
Total	1,058	100.0%	983	100.0%	1,280	100.0%	1,279	100.0%	1,036	100.0%
(Number of Grantees)	100		185		18	1.4%	13		316	

* Less than 0.5 percent.

Note: A sum of items may not add up to a total due to rounding. All financial data in this table are preliminary. Data for a category represented by less than three grantees are not presented in this table.

Source: CPB, Policy Development and Planning, August 1991

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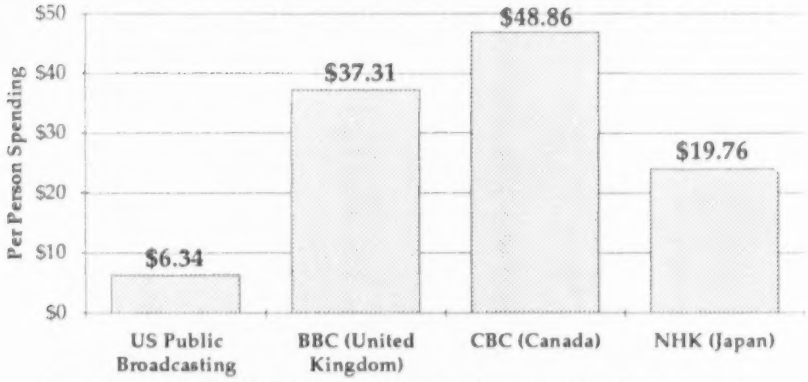
cpb **Research Notes**

August 1991 No. 44

COMPARATIVE FINANCIAL STATISTICS FOR SELECTED PUBLIC SERVICE BROADCASTING SYSTEMS FISCAL YEAR 1990

This report summarizes overall costs of the domestic public service broadcasting systems in the United States, the United Kingdom, Canada, and Japan. The financial data contained in this report are based on each system's Fiscal Year 1990 period. For comparative purposes, all foreign systems' costs are converted into U.S. dollars based on the end-of-year exchange rates. Also, total costs as well as costs per person are presented for the total broadcasting system and for television and radio seperately.

Per Person Spending of Public Broadcasting Systems 1990



Source: Corporation for Public Broadcasting, Policy Development and Planning, August 1991

The U.S. public broadcasting system spent far less per person than other domestic public broadcasting systems during Fiscal Year 1990: $6.34 for U.S., $48.86 for Canada (CBC), $37.31 for the United Kingdom (BBC), and $19.76 for Japan (NHK).

Since each public service broadcasting system, and particularly its financial accounting system, is set up differently from others, the financial statistics contained in this report are intended only for rough cost comparison among the four systems.

If you have any questions regarding this report, please give Young Lee a call at (202) 879-9674.

COMPARATIVE FINANCIAL STATISTICS FOR SELECTED PUBLIC SERVICE BROADCASTING SYSTEMS

(In thousands of US dollars at end-of-year exchange rates)

System	Total System (In $000)	Amount Per Per Person	Television (In $000)	Amount Per Per Person	Radio (In $000)	Amount Per Per Person
1. US Public Broadcasting 1990*						
Systemwide Revenues	$1,601,221	$6.34	$1,261,820	$5.00	$339,402	$1.34
Federal Appropriations, Grants and Contracts	$267,309	$1.06	$202,369	$0.80	$64,941	$0.26
2. BBC (United Kingdom) 1990**						
All Expenses	$2,131,356	$37.31	$1,573,748	$27.55	$557,608	$9.76
License Fee Net Revenues	$2,202,420	$38.56	-	-	-	-
3. CBC (Canada) 1990+						
All Expenses	$1,285,640	$48.86	$988,313	$37.56	$297,327	$11.30
Parliamentary Grant	$846,013	$32.15	-	-	-	-
4. NHK (Japan) 1990++						
All Expenses	$2,446,324	$19.76	-	-	-	-
Receiver Fee Net Revenue	$2,191,912	$17.71	-	-	-	-

*Nonbroadcast activities are included. Income includes some capital grants.
**Home services only. License fee income is net of collection costs.
+Home services only. Includes commissions to agencies & networks and selling expenses. Parliamentary grant excludes transfer to capital accumulation. Allocations for television and radio are estimated.
++Home services only. Receiver fee revenue is net of collection costs.

Source: Corporation for Public Broadcasting, Policy Development and Planning, August 1991

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Research Notes

September 1991 No. 45

VIEWER AND LISTENER SUBSCRIPTION INCOME FOR PUBLIC TELEVISION AND RADIO GRANTEES FISCAL YEAR 1990

Income from individual contributors (subscriptions) for **public broadcasting** totalled a record-high $338.8 million in current dollars in Fiscal Year 1990, up 4.8 percent over the previous year. However, in real purchasing power, subscription income decreased slightly, down 0.4 percent.

Public television raised $273 million and **public radio** $65 million from subscriptions in Fiscal Year 1990. These amounts represent a 3.7 percent increase for television and a 9.5 percent increase for radio over the previous year in current dollars (Tables 1 and 2). Nevertheless, in constant dollars, television subscription income suffered a 1.4 percent decrease from FY 1989, although radio subscription income showed an increase, up 4.1 percent.

In terms of the number of contributors, television showed a decline, down one percent, from the previous year, the first such decrease since 1970 when CPB began the subscription survey. For radio, the number of contributors increased by 4.1 percent during the same reporting period.

Public Broadcasting Grantees and Subscription Programs, FY 1990

Of the 194 **television grantees** surveyed, all but 19, or 10 percent, raised funds from subscriptions in 1990 (Table 3). In the early 1970's, most grantees that reported successful subscription programs were licensed to community organizations; however, numerous institutional licensees have developed subscription programs and have been successful in public fund-raising since then. For instance, among state-licensed television grantees, 31 percent (10 out of 32) had no subscription income in 1990, while more than 55 percent (or 16 grantees) reported no subscription income in 1980. Furthermore, out of these ten state-licensed grantees in 1990, seven were licensed to two state

licensees, and one grantee's subscription income was reported by another jointly operated university-licensed grantee.

At the same time, more and more **public radio grantees** have raised funds directly from the public since 1970. In 1990, over 88 percent of the total 320 public radio grantees reported income from subscriptions (Table 4), while only 71 percent of all public radio grantees reported having subscription contributions in FY 1980.

Subscription income and other related information are presented by operating budget size as well as licensee type in Tables 3 and 4.

In general, grantees which did not have subscription income or grantees which were not particularly successful in subscription programs in 1990 had at least one of the following characteristics:

(1) They were institutional licensees;

(2) They were prohibited from or restricted in fund-raising directly from the public by state statutes or local ordinances;

(3) Some of them, although a few in number, raised monies from the public through "friends groups";

(4) They employed unusual financial accounting systems so that subscriptions might be reported by other jointly operated grantees, or underwent the drastic changes in funding mechanisms during the reporting period; or

(5) They were new grantees or otherwise had relatively small operating budgets.

If you have questions about the data contained in this report, please contact Young Lee at (202) 879-9674. We also welcome any comments and recommendations about how to make reporting of these data more useful to you.

Table 1

SUBSCRIPTION INCOME AND NUMBER OF CONTRIBUTORS
PUBLIC TELEVISION GRANTEES, FISCAL YEARS 1967-1990

Fiscal Year	Subscription Income (In $000)	Number of Contributors (In 000)	Per Person Contribution	Total Cash Income (In $000)	Subscription as % of Cash Income
1967	$3,866	n/a	n/a	$54,324	7.1%
1968	$5,358	n/a	n/a	$66,719	8.0%
1969	$5,747	n/a	n/a	$84,928	6.8%
1970	$6,413	236	$27.17	$99,956	6.4%
1971	$8,445	257	$32.86	$140,816	6.0%
1972	$10,357	597	$17.35	$157,915	6.6%
1973	$16,619	772	$21.53	$175,892	9.4%
1974	$20,906	1,019	$20.52	$200,001	10.5%
1975	$28,723	1,315	$21.84	$248,062	11.6%
1976	$37,887	1,797	$21.08	$290,861	13.0%
1977	$45,229	1,889	$23.94	$344,378	13.1%
1978	$55,105	2,142	$25.73	$384,604	14.3%
1979	$62,939	2,297	$27.40	$432,676	14.5%
1980	$73,799	2,450	$30.12	$493,913	14.9%
1981	$95,463	2,500	$38.19	$551,366	17.3%
1982	$120,081	2,800	$42.89	$600,826	20.0%
1983	$146,587	3,300	$44.42	$639,959	22.9%
1984	$158,029	3,682	$42.92	$686,524	23.0%
1985	$184,197	3,973	$46.36	$797,039	23.1%
1986	$199,741	4,327	$46.16	$813,798	24.5%
1987	$221,932	4,466	$49.69	$931,996	23.8%
1988	$242,241	4,675	$51.82	$991,206	24.4%
1989	$263,451	4,927	$53.47	$1,094,126	24.1%
1990*	$273,297	4,879	$56.02	$1,150,204	23.8%

*Preliminary data.

Source: Corporation for Public Broadcasting, Policy Development and Planning
September 1991

Table 2

SUBSCRIPTION INCOME AND NUMBER OF CONTRIBUTORS
PUBLIC RADIO GRANTEES, FISCAL YEARS 1970-1990

Fiscal Year	Subscription Income (In $000)	Number of Contributors (In 000)	Per Person Contribution	Total Cash Income (In $000)	Subscription as % of Cash Income
1970	$899	33	$27.24	$9,377	9.6%
1971	$973	40	$24.33	$12,127	8.0%
1972	$1,110	53	$20.94	$15,421	7.2%
1973	$1,296	64	$20.25	$18,802	6.9%
1974	$1,969	100	$19.69	$21,778	9.0%
1975	$3,524	190	$18.55	$26,708	13.2%
1976	$4,412	222	$19.87	$33,265	13.3%
1977	$5,376	257	$20.92	$43,458	12.4%
1978	$7,211	317	$22.75	$51,951	13.9%
1979	$9,685	402	$24.09	$62,478	15.5%
1980	$12,095	487	$24.84	$79,547	15.2%
1981	$16,103	606	$26.57	$94,298	17.1%
1982	$21,963	670	$32.78	$109,903	20.0%
1983	$28,882	850	$33.98	$122,168	23.6%
1984	$34,865	919	$37.94	$135,254	25.8%
1985	$40,200	979	$41.06	$158,035	25.4%
1986	$45,873	1,088	$42.16	$174,692	26.3%
1987	$52,093	1,185	$43.96	$210,659	24.7%
1988	$54,842	1,178	$46.56	$222,990	24.6%
1989	$59,801	1,225	$48.82	$243,841	24.5%
1990*	$65,495	1,275	$51.37	$265,154	24.7%

*Preliminary data.

Source: Corporation for Public Broadcasting, Policy Development and Planning
September 1991

Table 3
AVERAGE GRANTEE PROFILES
FOR SUBSCRIPTION INCOME AND CONTRIBUTORS BY OPERATING BUDGET SIZE AND LICENSEE TYPE
PUBLIC TELEVISION GRANTEES, FISCAL YEAR 1990

Operating Budget and Licensee Type	Number of All Grantees	Numbr of Grantees with Subsc. Program	Subscription Income	Number of Contributors	Subscription Per Person	Cash Income	$Subsc. as % of Cash Inc.	Gross Income*	$Subsc. as % of Gross Inc.
LARGE GRANTEES ($6.5 Million or Over in Operating Expenditures):									
Community	23	23	$6,818,426	114,927	$59.33	$23,034,778	29.6%	$24,833,248	27.5%
University	10	10	$2,290,870	40,704	$56.28	$8,703,901	26.3%	$10,013,859	22.9%
Local Authority	1	0	**	**	**	**	**	**	**
State	11	8	$1,575,783	30,980	$50.86	$13,345,841	11.8%	$15,006,806	10.5%
Large total	45	41	$4,379,247	75,359	$58.11	$17,161,934	25.5%	$18,805,820	23.3%
MID-SIZED GRANTEES ($2.75 Million-$6.49 Million in Operating Expenditures):									
Community	31	31	$1,113,422	21,655	$51.42	$4,031,646	27.6%	$4,587,904	24.3%
University	18	17	$698,365	13,195	$52.93	$3,594,434	19.4%	$4,535,659	15.4%
Local Authority	6	5	$674,710	13,376	$50.44	$3,449,655	19.6%	$3,922,079	17.2%
State	7	5	$557,821	12,703	$43.91	$5,043,094	11.1%	$6,028,556	9.3%
Mid Total	62	58	$887,737	17,387	$51.06	$3,962,587	22.4%	$4,670,956	19.0%
SMALL GRANTEES (Less Than $2.5 Million in Operating Expenditures):									
Community	37	36	$376,015	6,957	$54.05	$1,635,196	23.0%	$1,804,569	20.8%
University	34	29	$144,315	3,116	$46.31	$1,374,585	10.5%	$1,788,613	8.1%
Local Authority	2	2	**	**	**	**	**	**	**
State	14	9	$157,785	2,979	$52.96	$1,552,370	10.2%	$1,851,994	8.5%
Small Total	87	76	$243,581	4,710	$51.72	$1,519,956	16.0%	$1,809,493	13.5%
ALL GRANTEES									
Community	91	90	$2,255,522	39,253	$57.46	$7,860,254	28.7%	$8,573,173	26.3%
University	62	56	$651,387	12,105	$53.81	$3,201,205	20.3%	$3,912,795	16.6%
Local Authority	9	7	$467,949	9,437	$49.58	$3,622,968	12.9%	$4,148,035	11.3%
State	32	22	$732,730	14,732	$49.74	$6,369,972	11.5%	$7,287,584	10.1%
All Grantees	194	175	$1,408,749	25,149	$56.02	$5,928,885	23.8%	$6,666,428	21.1%

*Gross income refers to income from all sources including cash, indirect, and in-kind income.
**Data for a category represented by fewer than three grantees are not presented in this table

Source: Corporation for Public Broadcasting, Policy Development and Planning, September 1991

Table 4

AVERAGE GRANTEE PROFILES

FOR SUBSCRIPTION INCOME AND CONTRIBUTORS BY OPERATING BUDGET SIZE AND LICENSEE TYPE

PUBLIC RADIO GRANTEES, FISCAL YEAR 1990

Operating Budget and Licensee Type	Number of All Grantees	Grantees with Subsc. Program	$Subscription Income	Number of Contributors	$Subscription Per Person	Cash Income	$Subsc. as % of Cash Inc.	Gross Income*	$Subsc. as % of Gross Inc.
LARGE GRANTEES (Over $1,000,000 in Operating Expenditures):									
Community	37	37	$553,989	10,394	$53.30	$1,802,365	30.7%	$1,963,585	28.2%
University	59	57	$358,734	6,657	$53.89	$1,268,814	28.3%	$1,672,430	21.4%
Local Authority	7	6	$468,121	10,518	$44.51	$1,979,621	23.6%	$2,395,283	19.5%
State	5	4	$430,944	8,034	$53.64	$1,957,505	22.0%	$2,080,500	20.7%
All Licensees	108	104	$436,060	8,251	$52.85	$1,529,559	28.5%	$1,837,921	23.7%
MID-SIZED GRANTEES ($650,000 - $999,999 in Operating Expenditures):									
Community	17	16	$225,188	3,902	$57.71	$685,391	32.9%	$780,951	28.8%
University	58	53	$111,536	2,293	$48.64	$620,040	18.0%	$825,077	13.5%
Local Authority	4	2	**	**	**	**	**	**	**
State	5	1	**	**	**	**	**	**	**
All Licensees	84	72	$125,969	2,453	$51.35	$625,723	20.1%	$811,837	15.5%
SMALL GRANTEES (Less Than $650,000 in Operating Expenditures):									
Community	46	44	$94,676	1,929	$49.08	$367,281	25.8%	$432,967	21.9%
University	70	56	$39,109	1,079	$36.23	$366,575	10.7%	$502,661	7.8%
Local Authority	9	5	$59,569	820	$72.63	$299,514	19.9%	$400,591	14.9%
State	3	2	**	**	**	**	**	**	**
All Licensees	128	107	$61,084	1,389	$43.99	$370,319	16.5%	$476,260	12.8%
ALL GRANTEES									
Community	100	97	$286,809	5,396	$53.15	$952,341	30.1%	$1,058,453	27.1%
University	187	166	$162,417	3,216	$50.51	$729,853	22.3%	$971,733	16.7%
Local Authority	20	13	$196,493	4,210	$46.67	$947,277	20.7%	$1,173,491	16.7%
State	13	7	$193,215	3,831	$50.43	$1,114,752	17.3%	$1,278,603	15.1%
All Licensees	320	283	$204,671	3,984	$51.37	$828,606	24.7%	$1,023,910	20.0%

*Gross income refers to income from all sources including cash, indirect, and in-kind income.

**Data for a category represented by fewer than three grantees are not presented in this table.

Source: Corporation for Public Broadcasting, Policy Development and Planning, September 1991

R4250-1.14F 10/92

cpb **Research Notes**

No. 46, September 1992

Highlights of the PUBLIC RADIO PROGRAMMING SURVEY FISCAL YEAR 1991

During each quarter of Fiscal Year 1991, National Public Radio's Audience Research department collected the weekly schedules of the stations that benefit from financial assistance from the Corporation for Public Broadcasting. In Fiscal Year 1991, the survey base had 450 public radio stations compared to 317 stations in the 1990 survey. This increase in the number of stations in the survey is due to a change in the methodology. In prior years only the flagship station of a network was included in the surveys; all network stations are included in the sample for the first time in 1991.

Stations Continue to Increase Broadcast Hours

Public radio stations continued the trend to increase broadcast hours. Since 1986, the number of stations broadcasting 24 hours, seven days a week, has increased by more than 25 percent. One-third of the AM stations and two-thirds of the FM stations broadcast 24 hours per day.

The majority of the stations in the survey are licensed to universities (55 percent), with community licensees second (30 percent) and state and local licensees comprising the remaining 15 percent. The majority of the stations are not part of a network (56 percent). Sixty-five percent of the stations serve areas with populations greater than 500,000.

Comedy and Variety Formats Increase Carriage

Music formats remained the most carried among stations: 98 percent of the stations carried music with the average station broadcasting 15 hours and 21 minutes of music per day.

News and information continued to be the second most common format: 96 percent of the stations carried news and information. The average station aired 5 hours and 51 minutes of news and information per day. The time spent airing news and information increased by ten percent in 1991.

Comedy and variety increased carriage to 86 percent of the stations, up 5 percentage points over 1990. Most comedy and variety programs were broadcast over the weekend. However, average quarter hours aired per station decreased.

Spoken word programming decreased slightly both in percentage of stations (62 percent) and hours aired per station.

Forty percent of the stations broadcast ethnically targeted programming. It was carried by fewer stations than spoken word programming, but it accounted for twice the number of broadcast hours. Thus, while 11 percent of the stations carry Hispanic programming, the average station in this category aired two hours and six minutes of Hispanic programming a day.

Jazz Retains Popularity in Station Carriage

While classical music accounted for the largest share of broadcast hours of music, jazz maintained its first place in carriage with 84 percent of the stations. The average station that carried classical music aired 10 hours and 28 minutes of classical music a day, an increase of five percent. Hours of jazz broadcast per station were 3 hours and 58 minutes, an increase of 19 percent.

Other music formats which aired on at least fifty percent of the stations were new age (70 percent), folk (53 percent), blues (53 percent), Celtic (51 percent), and music mix (50 percent). In terms of hours of music broadcast, classical was first with 56 percent of music hours, followed by jazz with 19 percent, music mix (5 percent), rock (4 percent), new age (3 percent), folk (2 percent), and blues (2 percent).

The diversity within the public broadcasting stations is evident in the variety of music formats that air on some stations. Music with carriage of fewer than fifty percent of the stations included bluegrass, soul, salsa, Cajun, reggae, gospel and Broadway.

Sources of Programming

All of the stations in the survey produced at least some of their own programming. Local production accounted for 54 percent of the broadcast hours in 1991. Since 1986, local programming has dropped six percentage points, a result of the increase in nationally syndicated programming.

Ninety percent of the stations in the survey received some programming from National Public Radio. Twenty-one percent of the broadcast hours were from NPR. The two highest surges of NPR programming occurred during weekday mornings (5 a.m. to 9 a.m.) and weekday afternoons, when Morning Edition and All Things Considered are broadcast. NPR distributed 66 percent of the

news and information hours on public radio. Stations broadcast an average of 37 hours of NPR programming per week.

Eighty-six percent of the stations broadcast programming from American Public Radio with an average of 22 hours per week. Saturday evenings at 6 p.m. 53 percent of the stations broadcast comedy and variety programming such as American Radio Company and Mountain Stage. In terms of broadcast hours, APR's top format was classical music.

Almost all of the stations broadcast programming from one of the nine sources included in the "other" category. A wide variety of formats appeared in this group. Classical music programs from WFMT, The Metropolitan Opera, and the new age music program, Music from the Hearts of Space were examples of programming from the "other" source category.

Syndicated Programming

Nationally syndicated programming is important to public radio stations, providing quality programming in all formats. The top ten syndicated programs in terms of carriage were as follows:

Program	Percentage of stations
Morning Edition	78%
All Things Considered	77%
Weekend ATC	72%
Weekend Edition - Sat.	67%
Weekend Edition - Sun.	61%
Car Talk	57%
Hearts of Space	54%
American Radio Co.	49%
Chicago Symphony	49%
Thistle & Shamrock	49%

Station Characteristics Affect Formats

A station's attributes, such as budget size, location, and type of licensee, influence the carriage and sources of programming.

Stations with the largest annual budgets (includes stations in networks) broadcast more news and information and more classical music. Medium-sized budget stations aired the most jazz. Stations with the smallest budgets had more locally produced programming and were more likely to have targeted audience programs.

In terms of market size, the stations in the biggest markets carried more news and information programming. In medium-sized markets, classical music dominated. Eastern time zone stations broadcast the most classical and jazz.

The most significant difference in network and non-network stations was in the carriage of music. Non-network stations had more jazz broadcasts and fewer classical music broadcasts than the network stations.

Ethnically targeted programming was most often broadcast by the stations with a community association or local government agency licensee.

The six percent of the stations surveyed that were AM stations broadcast more talk programs than music programs.

If you have questions about these data, please refer them to Janice Jones (202) 879-9677. We also welcome any comments and recommendations about how to make the data more useful to you.